# LOCKING DOWN

Pinterest

Personal Computer (PC) Version

Do's and Don'ts

- ♦ **Do** use Two-Factor Authentication to protect all your information. Like all social media accounts, it is important to make sure your Pinterest is as secured as possible. Two-Factor Authentication is one of the best ways to control your information.

- ♦ **Do** make sure your email is up to date! If Pinterest suspects nefarious activity on your Pinterest account, they will lock your account down and send your new password to the email address on file.

- ♦ **Do** monitor what your children and teenagers are looking at on Pinterest. Pinterest does have inappropriate content that, if not specifically tagged as such, will not be flagged or removed by Pinterest.

- ♦ **Do** make your boards private once you create them so that they are not searchable by any and all Pinners.

- ♦ **Don't** put personal information on the title of your Pinterest boards. A lot of information can be obtained simply by reading a title (whether or not you have children, rent or own a home, marital status, etc.).

Edit Profile & Account Settings
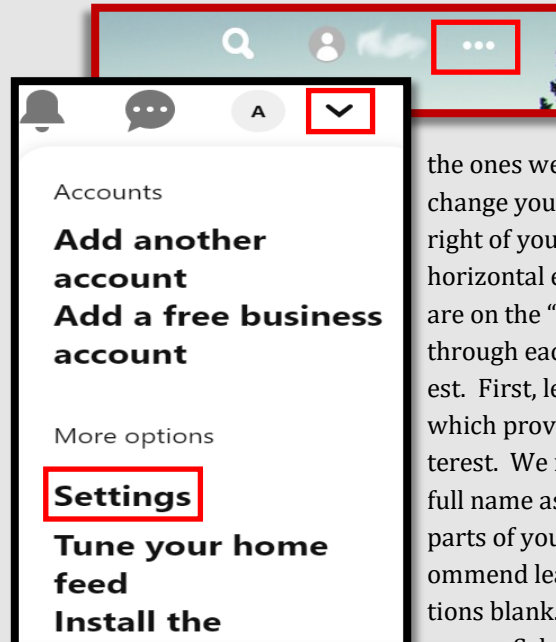
Since there aren't many privacy settings to manage on Pinterest, it is especially important to ensure the ones we have are locked down. In order to change your Pinterest settings look to the top right of your screen and select "Settings" (three horizontal ellipses, or a down arrow). Once you are on the "Settings" page you will be able to go through each of the settings provided by Pinterest. First, let's review the "Edit Profile" page, which provides your basic information on Pinterest. We recommend you avoid using your full name as your "Username", and instead use parts of your name or a nickname. We also recommend leaving the "Bio" and "Location" sections blank. This information is not required. Select "Done" if you make any changes.
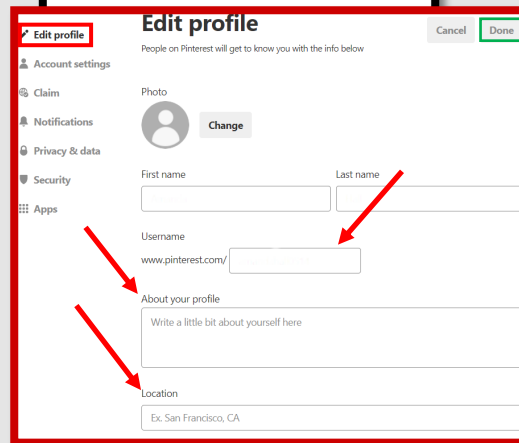
Next, let's review your "Account settings". Under "Account settings" you will find options to change your email address and password, set your login options, and delete or deactivate your account in the case you decide you no longer want to use Pinterest. We recommend you always log in with a unique password used only for Pinterest, and never login via Facebook or Google. Ensure the toggles next to these options are set to "Off". If you decide to deactivate your account for a period of time or delete it altogether, follow the prompts after selecting the correct option. Select "Done" at the top to save your changes.
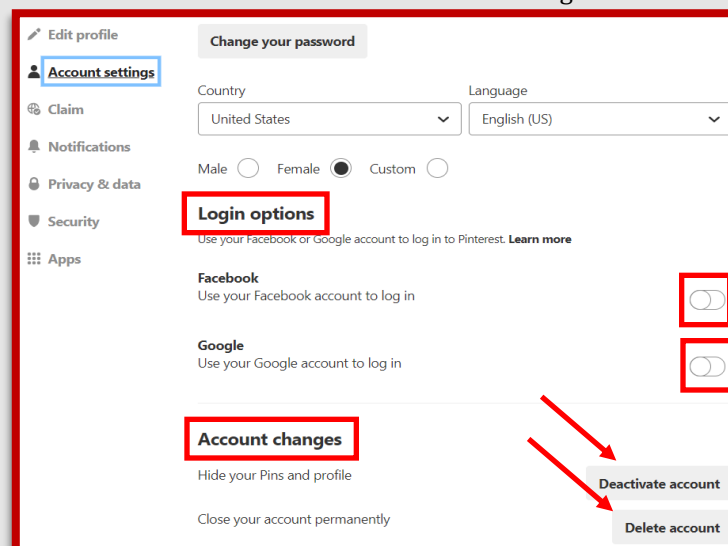
LOCKING DOWN

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Privacy & Security

The next few settings have to do with linking your other social media accounts to Pinterest. **As always, we recommend that you do not link any other social media accounts to Pinterest.** If someone gains access to one of your social media accounts, keeping them separate prevents an intruder from accessing all your other accounts.

First, see the "Claim" section. This option allows you to connect Instagram, Etsy, or YouTube accounts, with the purpose of gaining more popularity for your posts across all platforms. We recommend *not* claiming these accounts.

Claim other accounts
Connect your other content with Pinterest. We'll attribute Pins from your claimed accounts to you. You'll get stats about each Pin. We will also use claimed account information to help distribute your content and offer you additional Pinterest features and content. **Learn more**

Instagram
Add your name and profile picture to Pins from your Instagram account.
[Claim]

Etsy
Add your name and profile picture to Pins from your Etsy shop.
[Claim]

YouTube
Add your name and profile picture to Pins from your YouTube channel.
[Claim]

Sidebar menu: Edit profile, Account settings, Claim, Notifications, Privacy & data, Security, Apps

Search Privacy
Hide your profile from search engines (Ex. Google). **Learn more** ☑

Next, continue down the screen to find "Privacy & data" and review the settings. First, you will see "@Mentions" which allows other Pinterest users to mention you in their comments and pins. It is recommended were feasible that this function be turned off or that "Only people you follow" be allowed to mention your name. Next you will see "Search Privacy", which left unchecked, will allow your account to be searchable on Google. We recommend you make your account private by checking the box next to "Search Privacy", as indicated above. Next look at "Personalization" and see the list beneath it. The purposes of these settings are for Pinterest to collect information about you in order to personalize ads and other content for you. We recommend leaving all boxes in this section "Unchecked".

Personalization
Use sites you visit to improve which recommendations and ads you see. **Learn more** ☐

Use information from our partners to improve which recommendations and ads you see. **Learn more** ☐

Use your activity to improve the ads you see about Pinterest on other sites or apps you may visit. **Learn more** in Help Center. ☐

Share activity for ads performance reporting. **Learn more** ☐

@Mentions
Choose who can @mention you
○ Anyone on Pinterest
○ Only people you follow
● Turn off - no one can @mention you

Now let's visit the "Security" section, which allows you options for better account security. The first section is for "Two-factor Authentication", which we strongly recommend you enable. Select the box next to "Require code at login", and you will have the option of having a code sent to your mobile device that you will need to enter when you log in - a new code will be sent each time you log in. This is the highest level of security you can have for your account.

Sidebar menu: Edit profile, Account settings, Claim, Notifications, Privacy and data, Security, Apps

Security
Turn on two-factor authentication and check your list of connected devices to keep your account, Pins and boards safe. **Learn more**

Two-factor authentication
This makes your account extra secure. Along with your password, you'll need to enter the secret code that we text your phone each time you log in

☐ Require code at login

(Side margin, rotated text): Make sure your antivirus and antimalware software stays up to date. Keeping software up to date helps to prevent advanced malware and viruses from affecting your computer.

LOCKING DOWN

Personal Computer (PC) Version

Privacy & Security, ctd.

Under "Two-factor Authentication", you will see "Connected devices". Select "Show sessions" in this section and you will be provided the opportunity to "End Activity" for all sessions that may seem suspicious or are not needed. If you suspect that your Pinterest account may have been compromised, the "Show Sessions" section may help you to identify a suspicious account and "End Activity" so that you can secure your account and change your password. It is a good idea to go through the "Show Sessions" section periodically and clean it up.

Remove your last name. A Pinterest profile is always open, everyone can see your profile picture and name. This is a severe privacy issue. For greater privacy, remove your last name and/or change your username (shown in the URL) to be something nonspecific to you. It is also recommended that users use an anonymous profile picture. Also remember **not** to link your Pinterest account with any other social media accounts.
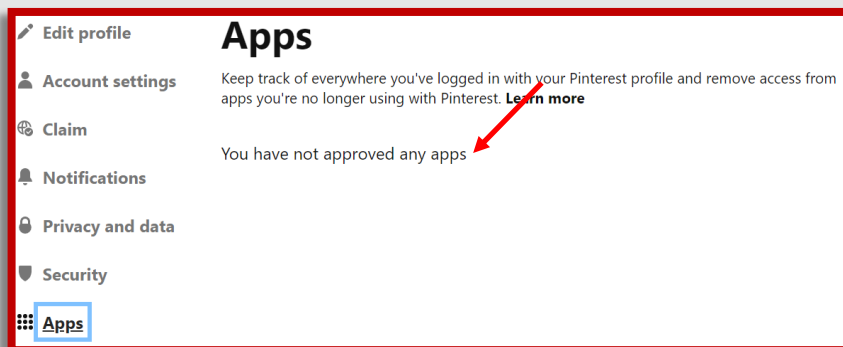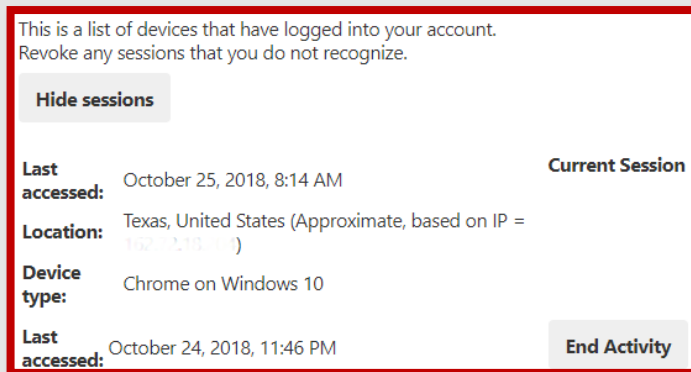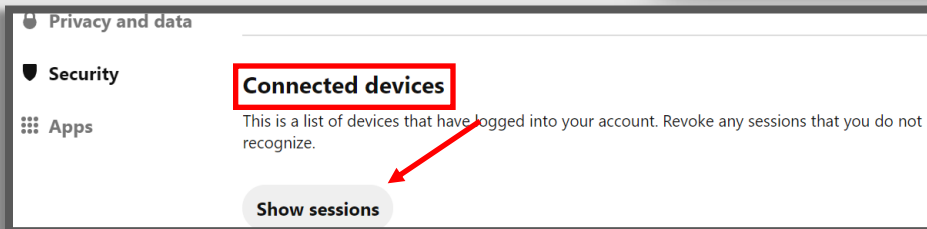
Finally, the "Apps" section allows you to disconnect any third-party apps you might have linked to your account. Again, we recommend keeping all accounts separate for the best security. If you were to lose your mobile device or computer, you do not want someone to have full access to all of your accounts, including Pinterest. If there are any apps listed in this section, we recommend deleting them.

Hide your profile from search engines. The default Pinterest settings allow your profile to come up in search results when someone searches your name on a search engine. This gives access to your online activity to anyone who knows your name. Hide your profile by opening the "Settings" > "Privacy and data" > "Hide your profile from search engines".
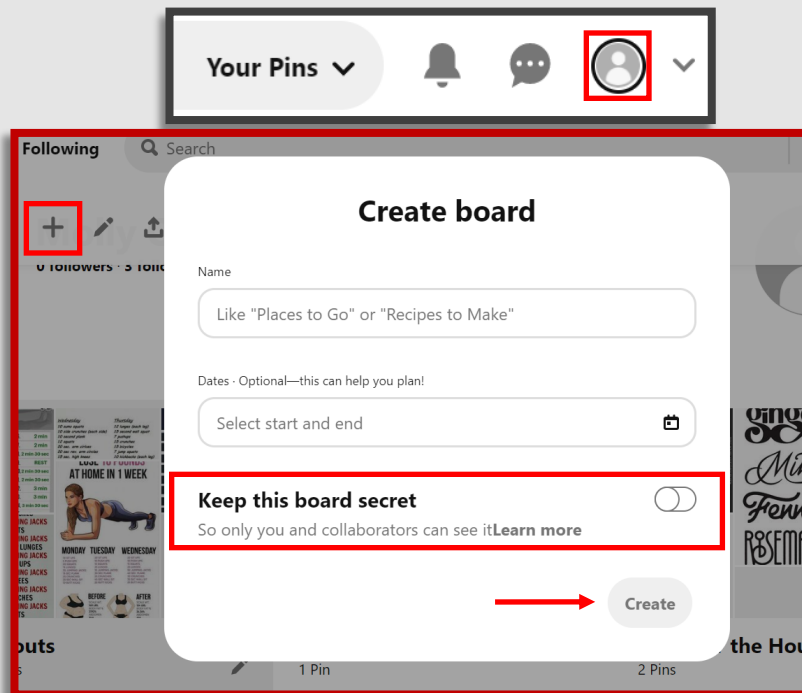
LOCKING DOWN

Personal Computer (PC) Version

Visible Content

What you display on your Pinterest account reveals a lot of information about you, so you have to be careful about what you "Pin". Everything that you "Pin" is public. Not just your followers, but everyone can see your profile and what you pin. Pinterest has no means of limiting the visibility of your "Pins" or your "Comments" like there are on other social media platforms (unless you make them "Secret", which is discussed next). Once a "Pin" or "Comment" is loaded, there is no taking it back.

Take a look at the titles of your "Boards", and make sure they reveal no information about you or your family. For instance, do any of them have names of children, schools, churches, workplaces, etc? Also, take a look at your whole collection of "Boards" to see what kind of narrative it tells about you. Consider that all your "Boards" and "Pins" together paint a pretty illuminating picture of your interests, values and lifestyle.

Create board

Name

Like "Places to Go" or "Recipes to Make"

Dates · Optional—this can help you plan!

Select start and end

Keep this board secret
So only you and collaborators can see it**Learn more**

Create

There is only one way to ensure full control over your "Boards" and "Pins", which is by setting them to "Secret". When you use this feature, no one can see your content unless you specifically invite them to. We recommend you consider setting some or all of your "Boards" to "Secret" in order to limit the amount of information someone can gather about you.

To create a "Secret Board", select your "Profile Icon" in the top right corner of the page. Then select the "+" icon to create a new "Board", name the board, and set the toggle next to "Keep this board secret" to "On". Select the "Create" button. Only the creator of the "Secret Board" has control over its features, and with whom content is shared. You must invite "Collaborators" via email in order for them to see the content. When you "Pin" content to a "Secret Board", the "Pins" are also private. Only the creator can make the board public, and when you do, all content is made public, including all "Pins" and "Comments".

Scam Pins: Keep an eye out for "Scam Pins" that might be advertising "Amazing Weight-loss Techniques" or "Free Gift Cards". These scams lead you to a scam website and ask you to fill out a survey with personal information, download malware, or share the "Pin" forward. To avoid "Scam Pins", you should pay attention to the URL with every single pin. The URL is located at the bottom left of a pin. Avoid any pin that leads to an unofficial or fishy URL.

LOCKING DOWN

 Pinterest

Mobile Device Version

** This information describes how to make your account secure on Android and iPhone mobile devices. Most images provided are of Android screens. Differences between iPhone Operating System (iOS) and Android Operating System (AOS) are minimal - when they are significant, such differences are noted specifically.

Security & Privacy

On your mobile device, you will begin at your "Profile" screen by selecting the "Profile" icon at the bottom right of the screen, or locating your "Profile Picture" on the page. Then select the "Settings" icon at the top right. The "Edit profile" and "Account settings" are the same as the computer version. However, the "Privacy & data" section is a little different on the mobile version. If you select "Privacy & data", then see "Store your contacts", and ensure the toggle is set to "Off". Additionally, make sure that all your privacy settings are set the way you want them, in case the settings you chose via computer did not transfer to the mobile app.
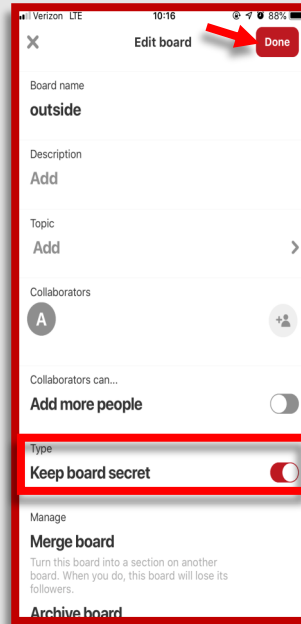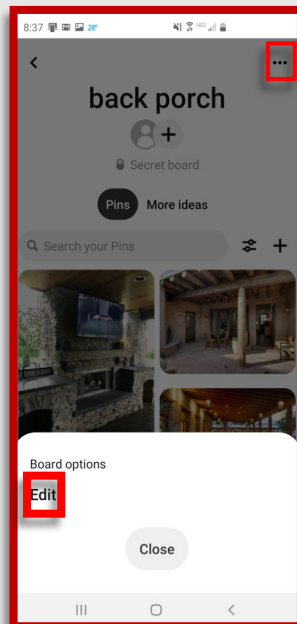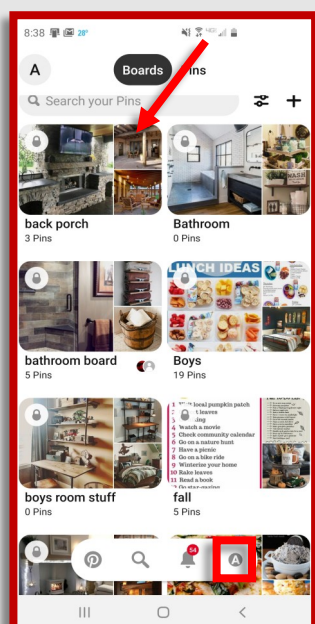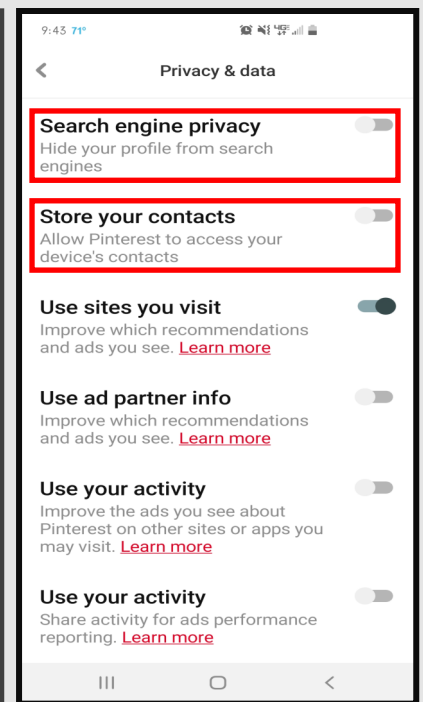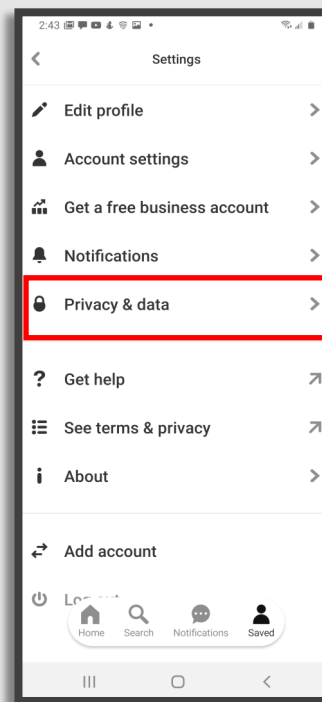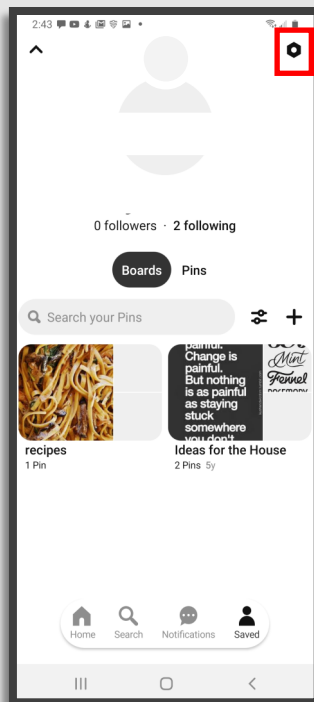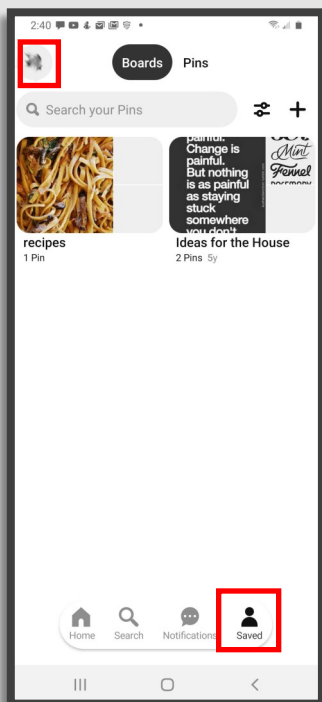
Visible Content

To make a "Secret Board" on your mobile device, first go to your account by selecting the "Profile" icon at the bottom right of the screen. Select the "Board" you want to make private, then select the "Menu" icon, or ". . . " at the top right of the screen, select "Edit", then scroll down to "Keep board secret", and set the toggle to "On". To save your changes, select the "Done" button at the top right of the screen.

LOCKING DOWN

Indicators of Possible Account Compromise:

Do you think your account may have been compromised or hacked? Have you noticed any of the following:

∗ Unexpected posts posted by your account

∗ Direct Messages sent from your account that you did not initiate

∗ Other account behaviors you didn't perform or approve (like following, unfollowing, blocking, etc.)

∗ A notification from Pinterest stating that your account may be compromised

∗ A notification from Pinterest stating that your account information (bio, name, etc.) has changed

∗ Your password is no longer working or you are being prompted to reset it. *If this occurs it is highly recommended that you sign-in online and change your password immediately.

If you said "Yes" to any of the above , it is advised you take the following actions:

♦ Delete any unwanted pins that were posted while your account was compromised

♦ Scan your computers for viruses and malware, especially if unauthorized account behaviors continue to be pinned after you've changed your password

♦ Make sure to change your password. Always use a strong password you haven't used elsewhere and would be difficult to guess

♦ Consider using login verification (if you haven't done so already), instead of relying on just a password. Login verification introduces a second check to make sure that you and only you can access your Pinterest account

♦ Be sure to check that your email is secure. It may be worth changing the password to both your Pinterest account and the email associated with your Pinterest account. *If you feel your email may have been compromised and need help finding the right contact information for your email provider please see page 21 of this smart book under the "blue box" at the bottom of the page.
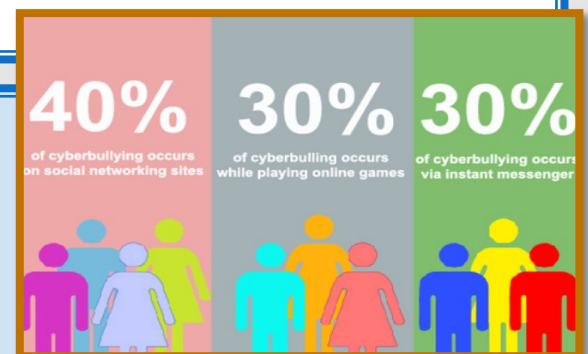
If you need report a pin, comment, or message: https://help.pinterest.com/en/article/report-something-on-pinterest

If your account was hacked: https://help.pinterest.com/en/contact, then go to "Account Access and Closure," "Login Issues, "Continue" and follow the steps to describe your specific situation.

If you find that you or someone else is being bullied or harassed go to: https://help.pinterest.com/en/article/report-harassment-and-cyberbullying

If you cannot log in to your email account, Twitter has provided links to each email account's "having trouble signing in" page for your convenience. https://help.twitter.com/en/managing-your-account/cant-access-my-accounts-email-address

If you still need help or have questions, you can always contact Pinterest by: https://help.pinterest.com/en/contact?page=about_you_page

40% of cyberbullying occurs on social networking sites

30% of cyberbulling occurs while playing online games

30% of cyberbullying occurs via instant messenger

If you do not have access to the email you originally signed up on Pinterest with or believe it may have been hacked, Pinterest will allow you to provide an alternate email for communication. This can be both good and bad for Users. While it can provide peace of mind if you need to regain access to your account, it does create its own vulnerability and Users should be aware of this.